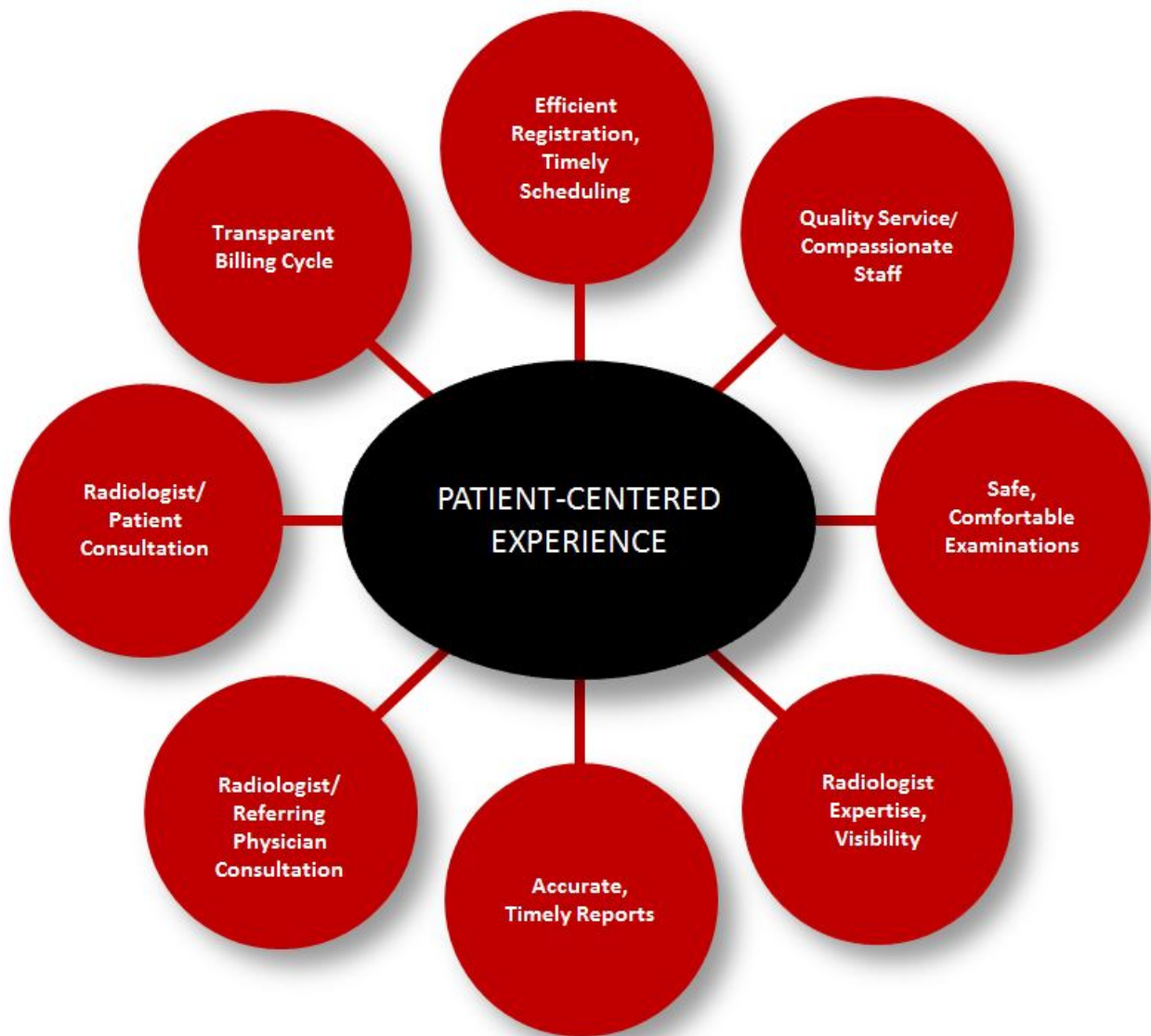


Patient-centered Radiology Model



Overview

Efficient Registration with Timely Scheduling/Appointments

- Ensure sufficient scheduling capacity for peak periods
- Ensure correct exam is scheduled
- Provide patient with paperwork or website and any instructions
- Explain arrival time and exam time
- Ensure: correct time, correct location, correct preparation
- Collect complete registration records and history of imaging exams
- Invite patients to inquire about possible delays
- Ideally: One-stop registration and scheduling to include Web-enabled appointment access for patients and referring physicians

Quality Service from Compassionate Staff

- All staff identify themselves by name
- Ask every patient about special needs
- Focus on patient from entrance to exit
- Create a welcoming environment
- Use a greeter during peak volumes
- Ensure staff is responsive to patient needs
- Minimize delays
- Increase communication
- Whole experience based on a 'patients first' attitude

Safe, Comfortable Examinations and Procedures

- Ensure: correct examination/procedure, correct location, correct dose
- Ensure patient's comfort and safety
- Radiologist and/or technologist communicate clearly and reassuringly during examination
- Ensure radiologist is available for patient consultation

Radiologist Expertise, Visibility & Interactions

- Be more visible, and if possible, include radiologists' bios and photos in waiting room(s)
- Discuss results with patients as appropriate
- Make the radiologist-as-physician connection with patients
- Emphasize value of radiologists as part of the healthcare team
- Change perception that radiologists are consultants only
- Be involved in grand rounds, tumor boards and medical staff leadership

Accurate and Timely Reporting of Results

- Develop a structured standardized system of reporting
- Provide patient letter outlining system; include radiologist contact information
- Focus on sources of variability – radiologist speed, workload, number of radiologists and transcribers, and track radiologist variables that can lead to backlogs and failures
- Provide rapid, accurate results
- Discuss results with referring physicians
- Discuss results with patients as appropriate to empower them to make informed decisions about their health
- Implement voice recognition solution
- Keep in mind that more patients are accessing results via portals – use layman-friendly language
- Ideally: Scheduled appointments (or drop-ins) would have exam performed and read, with results to referring physicians on same day

Radiologist Availability for Referring Physician Consultation

- Provide easy access communication methods
- Discuss results with referring physicians
- Be willing to suggest/recommend alternate or additional exams when appropriate

Radiologist Availability for Results Interpretation/Explanation

- Provide easy access communication methods
- Radiologist availability

Transparency with Billing Cycle

- Set standardized billing procedure for private pay, insurance, or charitable care
- Set standardized co-pay procedure
- Authorization verified prior to performing exam
- Outstanding balances checked, and patients contacted for payment prior to visit
- Patients notified of estimated out-of-pocket payments at time of scheduling
- Include cost flexibility in billing
- Remember that patients deserve to know the cost and quality of the product
- Willingness to set-up patient payment plans